



ARCA's Turnkey Appliance Recycling Services

presentation for
2007 ENERGY STAR® Appliance Partner Meeting
by
***Jack Cameron, President
ARCA, Inc.***

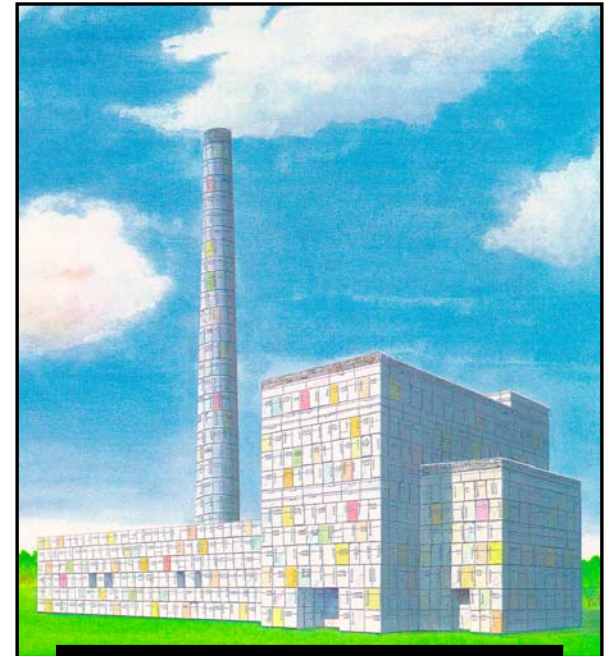
September 28, 2007

Appliance Recycling Centers of America, Inc. (ARCA)

*supporting energy efficiency programs
to conserve energy through
environmentally sound appliance
replacement, retirement and recycling*

ARCA's History & Experience

- ▶ 31 years of industry experience
- ▶ 18 years serving electric utilities
- ▶ More than 2,000,000 appliances recycled
- ▶ Regional processing and recycling facilities

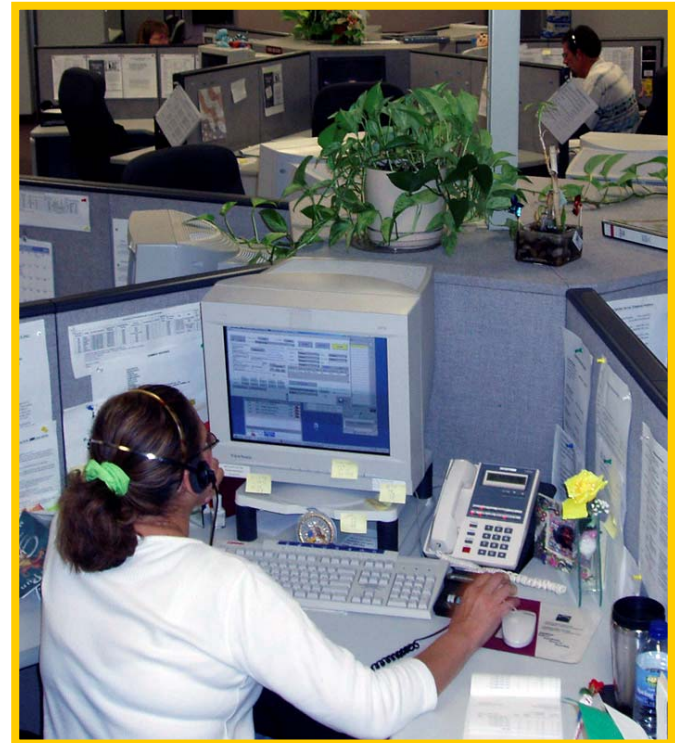


**The Best New Power
Plant Is the One You
Don't Have to Build**

Customer Service

► Key Elements

- Dedicated toll-free telephone lines
- Multi-lingual
- Screening for customer and appliance eligibility
- Options for pickup dates
- Confirmation letter and reminder phone call



Internet Scheduling

► Key Elements


- Interactive and easy to use
- 24-hour-a-day access to program information and scheduling
- Eligibility verification
- Ability to choose collection date and schedule appointment
- Printed confirmation letter and receipt


The screenshot shows a web browser window titled "Flex Your Power - Energy Saving Tips - Microsoft Internet Explorer provided by Arca Inc.". The address bar shows "http://216.17.51.166/int-arca-cpuc/Step5_CustomerInfo.jsp". The page has a header with "Welcome to California" and "Last Updated: Monday, June 30, 2003". The main content area is titled "Pre-Qualify" and contains a form for refrigerator recycling. The form includes fields for personal information and appliance details. On the left, there are links for "Flex Your Power Home" and a "Choose a sector" dropdown menu. On the right, there are several informational boxes including "Today's Supply of and Demand for Electricity in California", "Who and What Uses Our Energy?", "What Caused This Energy Shortage and What Are We Doing About It?", "Your Utility Bill", "Be the First to Know", and "Energy Knowledge Base".

Flex Your Power Home

For energy saving tips, incentives, and information on how you can conserve energy and save money, Choose a sector:

[Commercial](#)
[Residential](#)
[Industrial](#)
[Governmental](#)
[Agricultural](#)

Powered by: 

Flex your POWER  It Only Takes a Little Energy to Save A Lot

Advanced Search

Today's Supply of and Demand for Electricity in California
Regularly Updated ISO Data

Who and What Uses Our Energy?
Find out where our energy is going

What Caused This Energy Shortage and What Are We Doing About It?

Your Utility Bill
Click here for more information on how to reduce your bill, get help with your bill, or choose an electricity provider

Be the First to Know
Sign up at [my.ca.gov](#) to receive email alerts from the Office of Emergency Services.

Energy Knowledge Base
Ask the Energy Brain how to stop your energy drain

Please enter your information below:

First Name:	James
Last Name:	Thomas
Email Address:	jthomas@arcainc.com
Address:	12345 tester st
City:	El Cajon
State:	CA
Zip Code:	92020
Day Phone:	1234567890
Home Phone:	1234567890
Edison Service Account #:	3
# of Appliances (Limit 2):	2
Appliance #1 Type:	Refrigerator
Appliance #1 Brand:	Manitowoc
Appliance #1 Color:	Gold
Appliance #1 Location:	3rd Fl

Collection Procedures

► Key Elements

- Employee photo IDs and background checks
- Verification that appliance meets qualifications
- Permanently disable appliance by severing electrical cord and smashing cold control
- Appliance removal from customer's home
- Stringent auditing procedures



Appliance Processing and Byproducts

► Key Elements

- Risk management and environmental compliance
 - Capacitors, ballasts, mercury switches, batteries, oil, CFC/HCFC refrigerants, plastic, glass, steel, aluminum, copper
- Recyclable materials
- Hazardous materials destroyed through high-temperature incineration at licensed facility



Managing Polyurethane Foam Insulation

Options for polyurethane foam insulation with CFC-11

- Process appliance without managing foam
- ARCA/Adelmann process to capture & recycle CFC-11 from foam
 - Landfill residual material
 - Incinerate residual material
- ARCA/Adelmann process to capture & incinerate CFC-11 from foam
 - Landfill residual material
 - Incinerate residual material
- Recover foam & incinerate intact



Customer Incentives

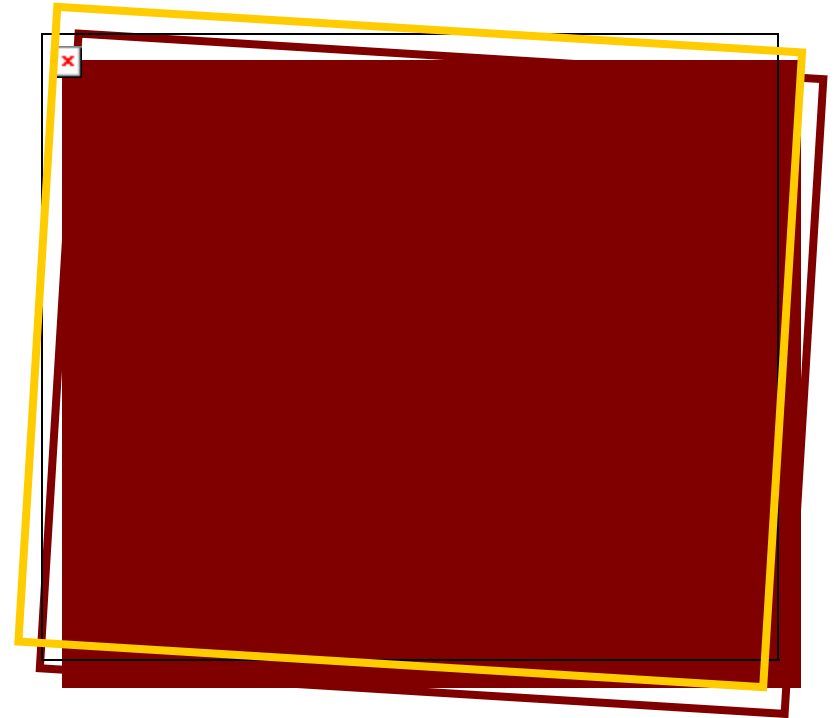
- ▶ Motivation
 - Increase participation levels
 - Encourage customers to be at home for scheduled appointments
- ▶ Determining most cost-effective dollar value for incentive



Tracking & Reporting

► Key Elements

- On-demand access to data and reports on real-time basis via secure Web page
- Standard and customized reports



Common Factors in Successful Programs

- ▶ Sponsor support for program
- ▶ Part of larger spectrum of efficiency programs
- ▶ Easy access and convenience for customers
- ▶ Strong marketing, advertising and public relations campaign
- ▶ Experienced contractor



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